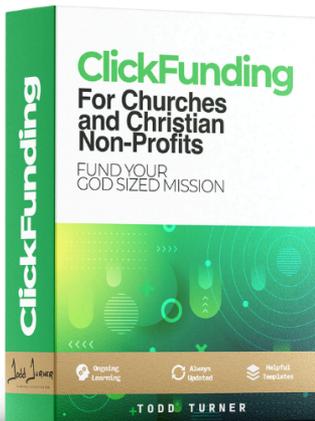




CLICKFUNDING

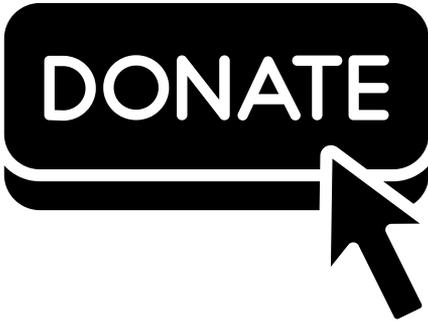
# Donation Pages That Work

*Convert and Engage Donors*



## The Donation Page

# An Overview



There is a real tragedy in the world of online fundraising.

It is birthed from a whirlwind of random events.

Software salesmen over promising that their systems helps people donate and eases giving barriers.

Secondly, the leaders at non profits are busy and can't possibly wear every hat. Is the donation area of your website controlled by IT or Marketing? Who is looking out for the "results?"

Lastly, there are two assumptions that are both **dead wrong**:

**1) Web visitors will look to Donate.**

**2) Once a visitor clicks on the Donate button, they will donate.**

Just look at donation page abandonment rates (if you dare) and you will see that getting people to a donation page is one event and convincing them to donate is a whole other.

Lets see what should and should not be on the donor's journey.

# Must Haves

## Ensure that...



- ALWAYS ENSURE THAT THE DONATION PAGE FOR ANY CAMPAIGN HAS A QUICK CASE FOR SUPPORT. THIS CAN BE A TAG LINE OR GIVING STATEMENT. REMIND THE VISITOR (HERO) WHAT THEIR GIFT WILL BE DOING.

- IF USING IMAGES, MAKE THEM "BEFORE THEIR GIFT" OR "AFTER THEIR GIFT." SHOW THE PROBLEM OR SHOW THE ACTION/RESULT OF THE GIFT. SHOW CHANGE.

- WITH WORDING, REMEMBER DONOR IS QUIETLY ASKING "WHY YOU?" DO OTHER ORGANIZATIONS HELP IN THIS AREA TOO. HOW WILL YOU BE USING THIS GIFT EFFICIENTLY AND EFFECTIVELY.

# Must NOTs

## Eliminate...



- DROP DOWN CHOICES TO PICK CAMPAIGN TO "EARMARK" A GIFT. EACH CAMPAIGN NEEDS ITS OWN LANDING PAGE AND CASE FOR SUPPORT.

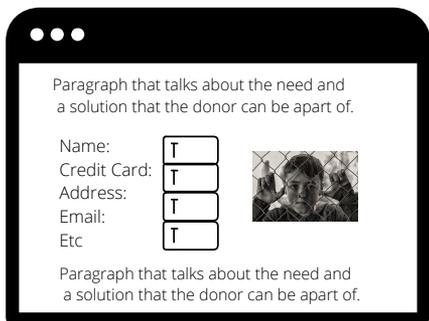
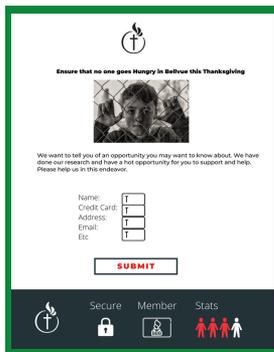
- UNREASONABLE GIFT SUGGESTIONS. IF NO ONE TYPICALLY GIVES \$1,000 GIFTS TO A CAMPAIGN, THEN LOWER SUGGESTED AMOUNTS AND SHOW "CHANGE" WITH AMOUNT LEVELS GIVEN.

- THE IDEA THAT "SIMPLE" IS BETTER. THE GIVING MOMENT IS COMPLEX AND ADDING VALUABLE AND NEEDED INFORMATION TO THE POTENTIAL DONOR WILL INCREASE CONVERSIONS.

# Templates

## Donation Pages

Remove the top navigation so visitors can not click away. Footer is a great place to give confidence to hit "Submit."



## Embedded Forms

Donation forms can be embedded directly within webpages. When appropriate, don't let donor leave the page he/she feels led to give.

## Mobile

Sometimes JUST a powerful image and a good gift line is all a mobile form needs. You don't have to make your desktop form mobile friendly if you have a good mobile design page.



# Design Elements

## Images

Personalize the problem or solution. People give to people. Not to shovels, cooking, coats, blankets. Find your lines of balance between "real" and "playing with emotions."

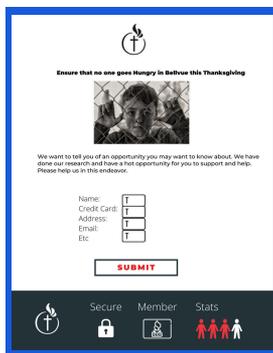


## Video

Videos are powerful yet sometime the giving page is NOT the right place. Normally a landing page. If the giving page.... short video. The goal is a GIFT not a "completed view" of the video.

## Navigation Bars

Do not give choices to "click away" from the giving page. back button only... YET, don't forget your logo / brand / tag lines. Make the giver confident they are on the right page and their gift is going to the church and to whatever campaign they are giving to.



# Giving Moments

## Cases for Support

A robust case for support will have strong core messages in six key areas:

Context, Impetus, Vision, Plan, Credentials, and Appeal



## Donate vs Give

Online Generosity is full of two calls to actions. Give vs Donate. Giving away something of value to support or contribute towards a cause or for the benefit of another... is the root of their gift. Play with variations. "Make a Gift Today" or "Invest into the life of a child."

## Social Media

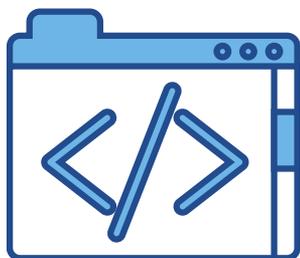
If your organization can utilize fundraisers on Facebook... worth a try.. Also, if you have done a GREAT job with a landing page and have a "case for support" that donors outside your local area would be happy to support... try boosting a post to other believers / supporters.



# Landing Pages

## Too many choices

Sometimes as webmasters collect information about a project, the webpage gets too large. Data confuses the donor. Build for the scanner. Download more for detailed information.

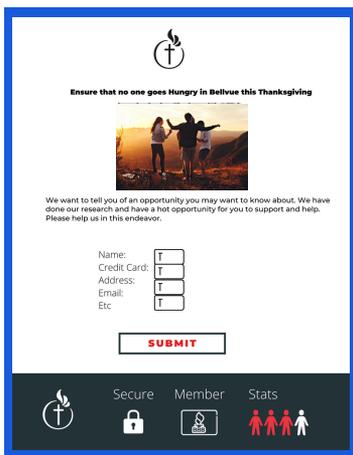


## Current giving software

If you happen to have very limited flexibility to edit your giving pages. Build landing pages for each campaign and make a "giving page" that matches each "campaign."

## General Giving

Even your general fund giving page... the one that visitors see when the click "Give" in the navigation... needs a reminder why givers give. Use scripture... your mission statement... remind your donors WHY they give and what they give to.



# 3 Examples (+ Bonus)



**Ensure that no one goes Hungry in Bellvue this Thanksgiving**



We want to tell you of an opportunity you may want to know about. We have done our research and have a hot opportunity for you to support and help. Please help us in this endeavor.

Name:

Credit Card:

Address:

Email:

Etc:

**SUBMIT**

 Secure  Member  Stats 



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Etc:

**SUBMIT**

 Secure  Member  Stats 



**Ensure that no one goes Hungry in Bellvue this Thanksgiving**

We want to tell you of an opportunity you may want to know about. We have done our research and have a hot opportunity for you to support and help. Please help us in this endeavor.

**Stats of Problem**  
 Back up with words and even more words

**Stats of Solution**  
 Back up with words and even more words

Your gift of just \$25 helps a child go to bed full tonight.

Name:

Credit Card:

Address:

Email:

Etc:

**SUBMIT**

 Secure  Member  Stats 